

# IDAHO Adventure Guide

## Grid Space™ Packages: *Business Pro*

Advertisers in the Idaho Adventure Guide will have the opportunity to purchase a Grid Space™ within the iPad tablet app and the smartphone apps. A Grid Space is a fully functional app within an app, meaning that the advertisers app will be accessed through the Idaho Travel Guide apps. For most packages, there will also be the added standalone value of a QR Code that will lead to a mobile version of the app that can be used for promoting the business or service without the end user being required to download the Travel Guide App.

The purpose of the Grid Spaces are to engage the end user with valuable information and a call to action. For this reason, we have created the following packages for your review and consideration.

**Widgets currently under development** – will be added to your package once available

- *Share the Moment*
- *Share Itinerary*
- *Idaho Gem Rewards Game* (COMING 2013)



### DMO GRID SPACE (Destination Marketing Organization)

#### PACKAGE A - \$4,500 YEAR

- Standard graphic design
- Basic summary and contact information
- Inquiry form
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Current Weather Conditions
- Event Calendar – Google calendar or other iCal feed
- Location/Attraction Explorer - List of attractions mapped and linked to other Grid Spaces if they have been purchased.
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Media Placement - Standard DMO Directory listing - basic destination summary
- Mobile Content Portal – View analytics, modify offers & content

#### PACKAGE B - \$6,000 YEAR

- Includes everything in package A plus the following:
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Aggregated Offer Map - List and Map of locations with special offers from local merchants in the DMO's region
- Aggregated Social Buzz – Aggregates social buzz from sub destination and in-region entities
- Aggregated Preview Features - Aggregates Preview content from multiple destinations, attractions, merchants, etc. such as calendars, multimedia galleries and offers.
- Premium placement and exposure in the tablet and smart-phone apps

### COMMERCIAL ATTRACTIONS/ EVENTS GRID SPACE

#### PACKAGE A - \$4,500 YEAR

- Standard graphic design
- Contact information
- Location Map & Business Hours
- Description of Attraction or Event
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Ticket Pricing
- Current Weather Conditions
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

#### PACKAGE B - \$6,000 YEAR

- Includes everything in package A plus the following:
- Purchase Tickets Integration - Enable ticket purchases for supported networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps



## GOLF COURSE GRID SPACE

### PACKAGE A - \$4,500 YEAR

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Course Description & Map
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Pricing
- Current Weather Conditions
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed, add to calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

### PACKAGE B - \$6,000 YEAR

- Includes everything in package A plus the following:
- Request a Tee Time - Enable reservations for supported reservation networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

## DINING/NIGHTLIFE GRID SPACE

### PACKAGE A - \$4,500 YEAR

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Menu/Pricing
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

## DINING/NIGHTLIFE GRID SPACE

### PACKAGE B - \$6,000 YEAR

- Includes everything in package A plus the following:
- Multiple Location Support – Location map, features and amenities (additional fee per location)
- Location/Attraction Explorer - List of attractions mapped and linked to other Grid Spaces if they have been purchased.
- Booking Network Integration - Enable reservations for supported reservation networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

## TOUR OPERATOR GRID SPACE

### PACKAGE A - \$4,500 YEAR

- Standard graphic design
- Contact information
- Location Map & Business Hours
- Description of Tour or Tours With Pricing
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

### PACKAGE B - \$6,000 YEAR

- Includes everything in package A plus the following:
- Purchase Tickets Integration - Enable ticket purchases for supported networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

### SPONSORSHIP ADD ON PACKAGE - \$2,000

This package provides you with not only premium placement but also direct links from geographic locations or scenic byways to your tour operations Grid Space content.

*For more information please contact:  
**Kathryn Barker** at 208.472.5667  
[kbarker@drakecooper.com](mailto:kbarker@drakecooper.com)*